

71st ANNUAL REPORT

1956



Calgary Exhibition and Stampede Limited

OFFICERS OF

Calgary Exhibition and Stampede Limited

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Annual Report, 1956

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PATRONS :

Under the distinguished patronage of
His Excellency, The Right Honourable, Vincent Massey, C. H.,
Governor General
Col. the Hon. J. J. Bowlen, Lieut.-Gov. of Alberta
Hon. E. C. Manning, Premier of Alberta
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M.P.; Carl O. Nickle, M.P.; Mrs. R. E. Wilkinson, M.L.A.; A. J. Dixon,
M.L.A.; Hugh John McDonald, M.L.A.; J. W. G. MacEwan, M.L.A.;
A. R. Smith, M.L.A.

HONORARY PRESIDENTS :

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Hon. L. C. Halmrast, Minister of Agriculture, Edmonton
Mayor D. H. Mackay, Calgary

Life Directors:

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1st Vice-President	F. C. Manning
2nd Vice-President	H. G. Love
General Manager	Maurice E. Hartnett
Ass't General Manager	Walter L. Ross
Secretary	Irven W. Parsons

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M. L. Brown, W. A. Crawford-Frost, C. C. Cross, R. J. Dinning, M. Dutton,
J. A. Grogan, Charles Kennedy, H. G. Love, F. C. Manning, D. C.
Matthews, J. W. Moyer, Angus McKinnon, I. V. Parslow, M. M. Porter,
P. J. Rock, Dr. Howard P. Wright.

Directors Representing the City of Calgary :

Ald. P. N. R. Morrison, Ald. J. W. G. MacEwan, M.L.A.; Ald E. H. Starr,
Ald. Fred Parker.

Associate Directors Representing the City of Calgary :

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Associate Directors :

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STAFF :

D. T. McKillop	Accountant and Cashier
A. Ferguson	Live Stock and Grounds Superintendent
Chas. E. Goode	Asst. Live Stock Superintendent
Mrs. Gwen Mulvey	Mrs. Norma Froelick
Dick Cosgrave	Arena Director
Lloyd Turner	Manager — The Corral
Dunc Grant	Ticket Sales — Corral
Jack Arbour	Manager — Arena Rink
Joe Scarr	Mechanical Superintendent

Committees and Directors in Charge of Departments

NOTE :—The President and General Manager are ex-officio members of all Committees.

STAMPEDE COMMITTEE :—Geo. Edworthy, Chairman; J. B. Cross, W. A. Crawford-Frost, S. McRae, M. Cozart, Dick Cosgrave.

RACE COMMITTEE : — I. V. Parslow, Chairman; K. M. Leach, M. Smith, F. M. Holden, P. J. Rock, Max Bell, Stuart Riddle, C. W. Adams, R. G. Christie, Fred Kennedy.

ATTRACTIONS COMMITTEE :—H. G. Love, Chairman; M. L. Brown, A. H. McGuire, Fred Maxie, Maurice E Hartnett.

GRANDSTAND COMMITTEE :—M. L. Brown, Chairman; H. G. Love, A. H. McGuire, Fred Maxie.

RECEPTION COMMITTEE : — R. J. Dinning, Chairman; M. Dutton, J. B. Cross, F. C. Manning, A. H. McGuire, J. C. Mayne, Gordon Fox, R. N. Deyell, G. F. V. Middleton, E. A. Locke, J. W. G. MacEwan, Geo. Edworthy, Mr. Justice M. M. Porter, Norman Luxton, Leishman McNeill, D S. Harkness, M.P.; A. M. Fraser, H. B. Macdonald, Benton Mackid, C. O. Nickle.

MIDWAY COMMITTEE :—A. H. McGuire, Chairman; F. W. Mirtle, Tom Moore, W. B. Drever.

LIVESTOCK COMMITTEE :—W. A. Crawford-Frost, Chairman; D. C. Matthews, Harry Hays, J. A. McKinnon, P. J. Rock, Wm. Hudson, Charles Kennedy.

BEEF CATTLE SECTION : — D. C. Matthews, Chairman; J. W. Durno, John Cross, T. G. Hamilton, L. W. Bond, J. P. Sackville, Jack Paul, W. D. MacDonald, Orrin Hart, Ian Brown.

DAIRY CATTLE SECTION : — Harry Hays, Chairman; Vic Abercrombie, A. W. Anderson, Curtis Clarke, Stewart Colpitts, Vic Duffy, Eric Longeway, E. E. Peterson, Owen Richards, Fred Yeabsley.

HORSE SECTION : — J. A. McKinnon, Chairman; T. P. Brown, Thos. Macmillan, Dwight Ellis, I. V. Parslow, Hardy Salter.

SHEEP SECTION :—P. J. Rock, Chairman; W. S. Benson, Dave Lewis, John Wilson, Jr.

SWINE SECTION : — Wm. Hudson, Chairman; H. J. Scholefield, R. N. Ralph.

PARADE COMMITTEE :—J. Grogan, Chairman; Watson Hook, Asst. Chairman; C. C. Cross, Geo. McMahon, Ed. O'Connor, R. S. Trowsdale.

Section Chairman : — Walter Birney, R. Bradley, Tom Brook, T. P. Brown, Dick Cosgrave, Carl Cummer, Tom Hall, Harry Hays, Phil Heather, W. Herron, George Hill, Harold Henker, Gordon Carter, Sam Irwin, Bert Jones, D. C. Matthews, Geo. McMahon, Leishman McNeill, S. McRae, Colonel J. R. Ross, George Valentine.

Parade Marshalls : — Charles Kennedy and Ed. O'Connor.

Clowns : — J. Souter. **Band Judging** :—E. A. Hookway. **Band Accommodation** :—Lou Goodwin.

Square Dancing :—Booth Card. **Special Section**:—Art Smith. **Cheering Section**: W. E. Slater.

DOWNTOWN ATTRACTIONS COMMITTEE : — C. C. Cross, Chairman; G. Beavers, J. D. Boyd, Art Davis, J. M. Dillon, E. K. Elton, Tom Hall, George Hill, Ed. O'Connor, Paul Rowe, George Sweeney, Alex Wood.

FRIDAY MORNING COMMITTEE:—G. M. Brown, Chairman; R. T. Alderman, M. L. Brown, W. A. Crawford-Frost, Harry Hays, Charles Kennedy, D. C. Matthews.

GROUNDS & DEVELOPMENT COMMITTEE : — J. B. Cross, Chairman; W. A. Crawford-Frost, R. J. Dinning, Geo. Edworthy, H. G. Love, F. C. Manning, A. H. McGuire, Mr. Justice M. M. Porter.

ART COMMITTEE : — E. L. Taylor, Chairman; A. H. McGuire, W. H. Elliott, A. F. Key, G. M. Trantor, I. H. Kerr, T. Neale Roche, J. M. Nichol, Ald. Fred Parker.

JUNIOR AGRICULTURAL : — Charles Kennedy, Chairman; T. F. Allison, N. F. Bell, K. E. Bennett, George S. Black, James A Conn, Gordon Fox, J. G. Gray, John Keay, C. Hellefs, D. H. Owen, E. Patching, Miss A. Randle, George Valentine, Dr. H. P. Wright.

TRAFFIC COMMITTEE : — Gordon McGachie, Chairman; Dr. Ross Upton, Geo. Shields.

SEED FAIR & AGRICULTURAL SHORT COURSE : — Dr. H. P. Wright, Chairman; Angus McKinnon, Doug. Elliott, Wilf Hempel, Wally Pringle, C. Aubrey Weir.

INDIAN : — Tom Hall, Chairman; J. B. Cross, R. Bradley, J. Laurie, R. F. Battle.

HORSE SHOW COMMITTEE : — C. C. Cross, Chairman; T. P. Brown and Charles Kennedy, Vice-Chairmen; Geo. Cheatham, Cec. Chesser, Dick Cosgrave, A. Ferguson, Mrs. Nan Graham, M. E. Hartnett, Brigadier F. M. W. Harvey, Neil Harvie, Fred Kennedy, Neil McDermid, H. V. Nattall, H. E. Salter, J. Lloyd Turner.

HOCKEY COMMITTEE : — J. W. Moyer, Chairman; James Kerr, Geo. Church, M. Dutton, J. B. Cross, J. Grogan.

SATURDAY MORNING ROUND-UP COMMITTEE : — F. C. Manning, Chairman; C. C. Cross, Geo. Edworthy, A. W. McArton, J. Scrymgeour, H. G. Love, Dick Cosgrave, Geo. M. Cheatham.

ANNUAL REPORT

of the

Calgary Exhibition and Stampede Limited

For the Year Ended 30th September, 1956

TO THE SHAREHOLDERS :—

Gentlemen :

In 1956 for the sixth consecutive year, a new attendance record was established at the Calgary Exhibition and Stampede when 521,271 persons passed through the gates during the six days from July 9th to 14th. Daily records were broken by a wide margin on each of the first four days, although inclement weather and a smaller turn-out of children for the Friday morning program cut into the attendance on the last two days. These figures would indicate that the continued efforts of your Board to improve our operations and to present something new each year are meeting with the approval of our patrons.

OFFICIAL OPENING AND PRESENTATION OF TROPHIES : — The Exhibition and Stampede was officially opened on Monday evening by his Excellency The Right Honourable Vincent Massey, C.H. The opening ceremonies were last performed by Canada's Governor General just ten years ago when Viscount Alexander of Tunis honoured us in this manner. The trophies were presented Saturday evening by Clem Gardner, a veteran cattle man and Stampede supporter, who in 1952 was presented by the Exhibition Board with a scroll which proclaimed him to be "The contestant at the 1912 Stampede, who in the intervening years has contributed most to the growth and development of the Exhibition and Stampede."

PARADE AND MORNING STREET ENTERTAINMENT : — The Stampede Parade once again moved at a brisk pace and with a minimum of delays. Your Parade Committee by stationing two Marshalls in each block throughout the parade route with full power to act, seems to have conquered the problem of lengthy breaks in the parade, which is probably the greatest obstacle to be faced in the organization of any parade. Excellent bands from various parts of Alberta, Saskatchewan, British Columbia, and the state of Idaho, again participated in the parade, and your committee and management intends to explore the possibility of bringing an even larger number of outstanding bands to Calgary for this event.

Once again from Tuesday through Friday the Indians, the bands, the square dancers, and the chuckwagons combined to present the down-town morning street entertainment that is unique to Calgary and the Stampede.

STAMPEDE : — No less than 551 entries were received for the ten Stampede events, the largest entry in many years, and one of the largest of all time. Even though most of the top contestants from the United States were in attendance, the Canadian cowboys had one of their very best years and accounted for all but one of the major events.

RACING : — The popularity of horse racing in Alberta continued its spectacular rise and pari-mutuel play for the 28 days racing in Calgary exceeded four million dollars for the first time.

ATTRACTIONS, MIDWAY, CONCESSIONS AND FIREWORKS : — A satisfactory platform show was provided by the Ernie Young Agency of Chicago and Royal American Shows once again brought the greatest mid-

way on the North American Continent to Calgary. The midway gross was slightly less than in 1955, although higher than that achieved any other year. The fireworks displays were again provided by the T. W. Hand Company of Cooksville, Ontario.

ATTRACTIONS IN CORRAL STAMPEDE WEEK : — In order to increase still further the variety of entertainment offered during the week of the Exhibition and Stampede, your board authorized the presentation of professional wrestling in the Stampede Corral on Monday and Tuesday evenings and an outstanding Western Jamboree the last four days. The wrestling featured world championship bouts in the men's and in the women's divisions, and the Western Jamboree brought to Calgary a number of the top stars of Grand Ole Opry. Both types of entertainment drew satisfactory crowds.

EXHIBITS : — "The Big Teepee" was again located between the Bessborough and Willingdon buildings, and served successfully as a stop gap to compensate for our lack of good indoor space for exhibits.

Live stock entries received for the Exhibition totalled more than 1,600 for the second consecutive year, but increased stabling facilities in the new Agriculture Building which was still under construction at that time, greatly relieved the extreme congestion which prevailed in the live stock area in 1955. The featured national Aberdeen-Angus show jointly sponsored by the Alberta Aberdeen-Angus Association and the Calgary Exhibition and Stampede, was most successful, with entries in this breed increasing by 75% and including two American herds, and a large consignment from Manitoba. Your live stock committee is giving serious consideration to a recommendation that one breed be specially featured at the Exhibition each year, and in 1957 Herefords will be given particular attention, commencing with the National Hereford Congress which will be held in the Stampede Corral the week prior to the Exhibition.

JUNIOR AGRICULTURAL ACTIVITIES : — Once again the three major projects of the Junior Agricultural Activities Committee were the Junior Farmers' Dairy Calf Classes at the Exhibition, the Thematic Display Competition, also held at the time of the Exhibition, and the 4-H Beef Calf Club Show and Sale in August. All of these events were larger than in 1955, with no less than 11 4-H Beef Calf Clubs competing in the two-day August Show. The substantial reserve fund which has been accumulated for our Junior work from our share of the annual Kinsmen Car Award, and the excellent facilities now available in the Agriculture Building, will permit the committee to give its serious consideration to immediate expansion of our work in this field.

FRIDAY MORNING LIVE STOCK REVIEW AND CHILDREN'S PROGRAM : — The number of children in attendance at the Friday Morning program was somewhat smaller than in recent years, but it is of the opinion of your management and of your Friday Morning committee that the decrease was a temporary one, and that this feature of the Exhibition and Stampede will come back stronger than ever in 1957.

SATURDAY MORNING ROUND-UP : — The second annual Saturday Morning Round-up must be termed an outstanding success. The crowd of 10,000 was more than double that of last year, and the enthusiastic response accorded to the program has entrenched it firmly as an annual feature of the Stampede. The consolation chuckwagon race provided the quota of thrills associated with this great event, and the well rounded program included, among other features, the North American Cutting Horse Championship and International Sheep Dog Trials. Those who came early were provided with free flapjacks and bacon by the Downtown Attractions Committee.

INDIANS : — In street parades, on the race track, and in the picturesque setting of their own teepees, the Indians who come to the Stampede each year from the Stony, Sarcee and Blackfoot reservations provide a

colorful feature which is not duplicated in any other city. We are sincerely appreciative of the co-operation we received from the members of these three tribes.

MEXICAN VILLAGE : — During the course of the never ending search authorized by your Board for new features suitable for presentation at the Exhibition and Stampede, your General Manager visited the Los Angeles County Fair in Pomona, California, and was impressed with the Mexican Village which had in the course of several years become an extremely important part of that great fair. Further investigation and negotiations over a period of several months resulted in an arrangement to present in Calgary a fine troupe of Mexican entertainers, a group of master craftsmen, and a large and varied assortment of merchandise and food, all authentically Mexican. The complete project was under the direction of Mr. Alfonso LaBrada, the man who has developed and still manages the original Mexican Village at the fair in Pomona, and was presented in an 80' x 200' tent brought in from California for this purpose along with the large exhibits tent. The high level of interest in this feature is evidenced by the fact that more than 56,000 persons paid .25c each for admission to the tent during the six days of the Exhibition and Stampede. Lack of experience by the operators in this new type of venture in merchandising kept the project from being the financial success it might otherwise have been, but it is the opinion of your Board that the effort involved in presentation of a completely different attraction was well worth while.

STAMPEDE ACCOMMODATION BUREAU : — The Stampede Accommodation Bureau, efficiently operated in our behalf by the Canadian Rockies Tourist Association, was again successful in finding good accommodation in private homes for thousands of Stampede visitors. One hundred and sixty of these took the trouble to complete and return the cards that were handed to them, and the overwhelming majority once again expressed themselves as satisfied with their accommodation. It is interesting to note that these cards came back from persons in 8 provinces and 22 states, as well as from Pakistan, New Zealand and various points in Europe.

PARKING, TRAFFIC, AND GATES : — Your management feels that operation of the four specially constructed cash registers installed this year at the 4th Street East automobile entrance was entirely satisfactory, and that these machines will pay for themselves in a comparatively short space of time. They do not impede the flow of traffic, and there is a substantial saving in labor costs. We feel that the handling of parking and traffic on the grounds has reached a high level of efficiency, and we should like to express the regret of the Board at the departure from Calgary of Doctor Ross Upton who for several years has been an able assistant to Gordon McGachie, Chairman of the Parking and Traffic Committee.

All persons parking cars on the grounds during Exhibition week are handed cards which inform them as to which area their cars are in, and they are invited to later return these cards with any remarks they may care to make about the show. These remarks for the most part are interesting and constructive, and we should like to list a few which recur most frequently or which we feel may be of particular interest :

1. More seating required in grandstand area.
2. Roof needed over East and West grandstands.
3. Air conditioning needed in Exhibits Buildings.
4. Objection to midway noise as heard in grandstand.
5. Race judges stand should be moved.
6. Too much calf roping and steer decorating.
7. Request for more and better trailer parks.
8. Stampede should be extended for extra days.

ASSOCIATED ACTIVITIES : — Attendance at the various events other than the Exhibition and Stampede held on the grounds during the year ended September 30th, was somewhat smaller than last year, even though the total was again in excess of 1,000,000. Comparative figures are as follows :—

	1954-55	1955-56
Stampede Corral	643,226	638,032
Arena Rink	111,886	107,279
Pavilion	148,568	130,456
Race Meets	88,352	88,954
Exhibition and Stampede	520,794	521,271
Sundry	166,840	50,720
	<hr/> 1,679,666	<hr/> 1,536,712

We do not feel that the year was less active than the previous one because most of the difference in attendance is shown in the Sundry category, and is accounted for by the absence of Motorama, the Clyde Beatty Circus, and a series of religious meetings which were held on the grounds in 1955, all of which drew large crowds.

The Stampede Corral was opened to the Public on no less than 269 occasion during the year. In comparing the operations of this building with similar ones surveyed by The Billboard it is gratifying to learn that the Corral compares most favorably with the largest Coliseums or Arenas in North America in respect to days of use per year, variety of events arranged and relationship of revenue to operating cost.

The Stampeder Hockey Club enjoyed another successful season in the Western Hockey League finishing the league schedule in second place, and defeating Edmonton Flyers in the first play-off round only to lose the finals of the Prairie section of the league to Winnipeg Warriors, the team which eventually went on to win the Edinburgh Trophy. The consistent success of the Stampeters in recent years must be attributed in a large degree to the experienced and skillful planning of your Hockey Committee Chairman, John W. Moyer. The Calgary Hockey Commission which was formed last year to promote more wide-spread interest and activity in junior and juvenile hockey on a strictly amateur level, has made great strides in its efforts to provide facilities and to encourage more youngsters to play the game. The Stampede Corral will again be made available to the juniors the equivalent of two nights a week throughout the season and we are pleased that the commission should have named as its President, Frank Currie, Coach and Manager of the Stampeters for the past three years. These added responsibilities have made it necessary that assistance be provided for Mr. Currie, and he has therefore been relieved of his duties as Coach of the Club and has been named Hockey Manager for the Calgary Exhibition and Stampede. Lee Fogolin, who comes to Calgary direct from the Chicago Black Hawks, has been named playing Coach.

Curling enjoyed its most successful year to date in the Arena Rink, and our facilities were taxed beyond capacity throughout the season. The Pavilion was again utilized steadily for a variety of purposes, and the newly installed air-conditioning system will add to the enjoyment of patrons of that building.

The Calgary Spring Bull Sale and the other live stock shows and sales sponsored by the Alberta Live Stock Associations and operated by the staff of the Exhibition and Stampede all met with a good measure of success.

Operation of the Calgary Horse Show was taken over by the Company this year at the request of the Alberta Horse Breeders' Association, and was moved to the Stampede Corral with the intention of building this event

into one of the finest Horse Shows on the North American continent. The show was streamlined to avoid late night sessions, entertainment features and popular new classes were added, prize money was increased substantially, the Corral was attractively decorated for the occasion and some of the seats were converted to boxes. An agreement was reached with the Junior Chamber of Commerce which resulted in production of an extremely fine Horse Show Program, and a Horse Show Manager from Vancouver was engaged to ensure smooth operation of the event. Preliminary judging and most afternoon classes were held in the arena, and a selection of the most crowd-pleasing classes were presented in the Corral. The reception accorded by the public to this sort of a Horse Show was most gratifying with the result that the operation showed only a very small loss even after taking into consideration substantial sums spent for items such as new jumps which should last for many years. Total expenditures were almost double those of previous Calgary Horse Shows. It is the opinion of your Board and your Horse Show Committee that this event has great possibilities and that every effort should be made to develop it into one of Calgary's outstanding attractions. Your Board also assumed this year operation of Calgary's Annual Spring Horse Sale and this event also was successful and showed a small profit.

CAPITAL IMPROVEMENTS : — Our major building project during the past year has of course been the new Agriculture Building which was officially opened by the Rt. Honourable James G. Gardiner on September 27. This multi-purpose building was designed to serve the citizens of Calgary and the Agricultural community in as many ways as possible, and in the variety of the uses to which it may be put, it compares most favourably with any similar building on the North American Continent. In his remarks at the time of the opening ceremonies, Mr. Gardiner pointed out that the financial assistance extended by the Canadian Government for this building was the first grant for capital purposes received by the Calgary Exhibition and Stampede since 1908, and that the Exhibition plant had been built largely out of proceeds from the Stampede which was in itself an agricultural exhibit. He congratulated the Board on the fine way in which his Government's contribution had been spent.

Other improvements undertaken during the year include a further extension of our paving program, and the installation of a primary electric light and power meter which permits us to fill our power requirements at a wholesale rate. Although the responsibility which we must now assume for service of our lighting plant will affect our labor costs, the net saving will still be considerable.

It is our understanding that the balance of the old Power House and the City Stores building will soon be turned over to us by the City of Calgary. The City has also agreed to extend our lease of the grounds to a period of 50 years in order to assist us in the planning and financing of our future building program.

ACKNOWLEDGMENTS : — It is now our pleasure to extend our most sincere thanks to the many individuals and organizations without whose staunch support the success of our operations could not have been achieved. It is obviously impossible to mention here more than a few of these persons and groups, but special acknowledgment must be made of the co-operation received from the representatives of Press, Radio and Television, the Mayor and Aldermen, officials and employees of the City of Calgary, Dominion and Provincial Government officials, our directors and associate directors, Committee Chairmen and Committee Members, the donors of trophies and prizes, the Members of the Southern Alberta Pioneers and Old-timers' Association, the Red Cross and the St. John Ambulance Association, our exhibitors, contestants and judges,, and the members of our staff.

We are pleased to acknowledge the following new shareholders who have acquired shares in the company during the past year :

Dr. J. G. Anderson

W. C. Morley

Grant Carlyle

R. N. Ralph

R. G. Christie

H. J. Scholefield.

Dr. J. A. Gibson

We must acknowledge with deep regret the passing during the year of two prominent citizens of Calgary who were shareholders and strong supporters of our Company. Our most sincere sympathy is extended to the families of the late Eneas McCormick, and the late F. A. Brownie.

Respectfully submitted,

W. A. CRAWFORD-FROST,

MAURICE E. HARTNETT,

President.

General Manager.

IN APPRECIATION

The President, Officers and Directors of the Calgary Exhibition and Stampede wish to take this opportunity to express their sincere thanks to the following firms and business men who have donated trophies, prizes or have augmented the prize money offered in the Stampede events, Stampede Parade, Children's Live Stock Review, the Live Stock and other Departments.

Stampede Events

Alberta Distillers Limited, Calgary; Biltmore Hats Ltd., Guelph, Ont.; Henry Birks & Sons Limited; Calgary Brewing and Malting Co. Limited; Calgary Power Limited and G. A. Gaherty; Calgary Herald, Basil Dean; Canada Safeway Limited, Calgary; Canadian Legion, B.E.S.L., Calgary Branch No. 1; Canadian Western Natural Gas Company Ltd., Calgary; T. Eaton Company (Canada) Ltd., Calgary; General Supplies Ltd., Calgary, Fred Stapells; Great Western Garment Co., C. D. Jacox, Edmonton; R. H. C. Harrison, Calgary; Hudson's Bay Company, Calgary; Mr. Peter Hume, Calgary; Imperial Oil Ltd., Calgary; Mr. George Leacock, Toronto; Mr. Gordon Love, Radio Station C.F.C.N., Calgary; Mr. H. B. Macdonald, M.L.A., Calgary; Hotel Palliser, Calgary; Royal and Noble Hotels, Mr. A. D. Davis, Calgary; Shortt's Jewellery Store, Calgary; Sicks' Brewery (Alberta) Ltd.; Standard Gravel & Surfacing Co. Limited, Mr. M. Dutton, and Reg. F. Jennings, Calgary; John B. Stetson Co., Philadelphia and Brockville; Western Canadian Greyhound Lines Limited; Union Milk Co., E. E. Peterson; United Grain Growers Ltd., Calgary; York Hotel, Geo. Cristall.

Stampede Parade

T. Eaton Company (Canada) Limited; Farm and Ranch Review, Calgary; Hook Signs Limited, Calgary.

Friday Morning Children's Livestock Review

Alberta Pacific Grain Company (1943) Limited; J. H. Ashdown Hardware Company, Limited; Burns & Co. Limited; North Star Oil Limited, Winnipeg; Union Milk Co., Calgary, James Wordie; Hudson's Bay Company Store, Calgary.

Live Stock

Alberta Aberdeen-Angus Association, per Mrs. D. Banks, Secretary; Canadian Belgian Horse Assn., per R. Trepanier, Secretary; Alberta Hereford Breeders' Association, per L. W. Bond, Secretary; Alberta Holstein Friesian Association, per J. W. Hosford, Secretary; Canadian Shorthorn Association, per H. R. White, Secretary; Manning-Egleston Lumber Co., Calgary; Mrs. Will Moodie, DeWinton, Alberta; Henry Birks & Sons Ltd., Calgary; Alberta Clydesdale Horse Association, per J. G. Stothart; Clydesdale Horse Association of Canada, per T. P. Devlin, Secretary; Canadian Percheron Association, per H. E. Salter, Secretary; Mrs. Florence Slatter, Woodstock, England; Alberta Ayrshire Club, per R. F. Smith.

Other Departments

J. H. Ashdown Hdwe. Co., Calgary; Calgary Sketch Club, Calgary; Calgary Drafting & Blue Print Co., Calgary; Hall Hardware Store; Calgary Herald; Chinook Building Supplies, Calgary; Department of Indian Affairs; Dominion Bridge Co. Ltd., Calgary; Manning-Egleston Lbr. Co., Calgary; Canadian Art Gallery, Calgary; Taylor Plastics, Calgary; Universal Hobby Supplies, Calgary; Jenkins Groceteria Limited, Calgary; Buckhorn Ranch, Clifton C. Cross Co. (Alberta) Ltd.; Canadian Restaurant Assn.

FINANCE CHAIRMAN'S REPORT

TO THE SHAREHOLDERS :—

Gentlemen :—

The Auditors' Statement appearing on pages 16 and 17 of the reports in your hands shows revenues, expenditures and profits for the year ended the 30th September, 1956. Following is a comparative statement of the results of 1956 with 1955 :—

REVENUE

Exhibition and Stampede Week :	1956	1955
Gate and Grandstand Takings	\$ 423,272.32	\$ 414,450.09
Exhibits Space, Concessions and Midway (Net)	129,518.15	122,972.06
Stampede Week, Donations and Entry Fees	21,160.20	19,395.65
Advertising	776.00	773.00
Ice Show (Net)		43.17
Western Jamboree & Professional Wrestling (Net)	7,913.96	
Racing :		
Pari-Mutuels, Stampede Week	107,210.01	99,760.30
Rents, Spring and Fall Meet	70,751.03	66,430.47
Horse Show and Horse Sale	34,349.25	
Other :		
Rents, General	28,482.72	37,975.04
General Donations	13,038.43	11,992.25
Interest	6,348.88	9,023.17
Sundry Revenue	3,154.43	277.39
Net Revenue on the Operations of the Corral and Arena	85,592.82	42,377.70
	<u>\$ 931,568.20</u>	<u>\$ 825,470.29</u>

EXPENSES

Exhibition and Stampede Week — before apportionment of charges for general expenditures and improvements to plant and buildings:		
Wages	\$ 58,410.85	\$ 50,401.72
Stampede Expenses	49,170.38	54,132.12
Stampede Prizes	53,961.45	50,642.81
General Prizes	31,807.75	29,163.75
Judges' Fees and Expenses	1,980.00	1,960.00
Exhibits Expense	3,370.68	2,353.94
Music and Evening Attractions	24,505.50	26,260.00
Indian Expense	5,621.50	5,598.54
Parade and Street Display	8,925.16	8,061.23
Morning Street Entertainment	5,746.57	5,224.35
Composers' and Authors' Association	425.96	415.00
General Grounds Expense	37,611.02	24,706.45
Cost of Bucking Horses, Brahma Bulls (Net) ..	2,132.15	1,255.55
Marquee Rental	5,248.33	8,359.69
Accommodation Bureau	1,001.91	1,010.17
50th Anniversary Jubilee Expense		3,598.49
Saturday Morning Round-Up	4,533.00	845.00
Mexican Village	3,490.93	
Racing and Pari-Mutuels Exhibition and Stampede Week — before apportionment of charges for general expenditure and improvements to plant and buildings :		
Race Expense	22,728.79	20,710.85
Race Purses	53,000.00	49,800.00

EXPENSES — (Continued)		1956	1955
Horse Show and Horse Sale		34,681.74
General Expenditures—chargeable to all sources of revenue :			
Administration Expense		75,637.60	76,985.69
Grounds Maintenance		55,175.92	54,798.44
Workmen's Compensation and Unemployment Insurance		3,110.48	1,015.96
Advertising and Printing		31,970.13	27,875.22
Grants and Memberships		5,339.72	2,093.68
Insurance		14,274.62	11,180.92
Interest and Exchange		2,411.14	304.24
Account Receivable, Written Off			407.64
Pension Plan		7,570.67	8,012.62
Group Medical Plan		948.21
Sundry Expense		346.41	2,166.61
		\$ 605,138.57	\$ 529,340.68
Net Operating Profit before deducting cost of plant		326,429.63	296,129.61
Expenditure on Plant Necessary to earn the foregoing revenue		913,958.62	244,339.70
Less Government Grants	\$300,000.00		
Reserves Provided in previous year	83,585.16	383,585.16	
		\$ 530,373.46	
Net Revenue before appropriations to Reserves (1955)			51,789.91
Excess of Expenditure over Revenue Before appropriations to Reserves (1956)		\$ 203,943.83	
Other Provisions :			
Reserve for 1957 Bond Principal		25,000.00	25,000.00
Reserve for Junior Agricultural Activities		12,337.37	8,094.52
Reserve for Future Improvements (1955)			18,695.39
Excess of Expenditure over Revenue after appropriations to Reserves (1956)		241,281.20

The Bond issue against the Corral has been reduced to \$140,000.00, payable first of October, 1957. Against this we have on hand in bonds \$75,000.00 and have charged to this year's operations \$25,000.00 as an additional reserve.

The reserve for Junior Agricultural Activities now stands at \$30,038.58, after deducting the funds used for Junior purposes last year and adding the sum received from the Kinsmen's Club Car Award at the show.

We have spent on the property this year for the Agriculture Building, restaurant and office, \$837,591.05 and for other capital improvements \$76,367.57. In earlier years we had provided \$83,585.00 for these purposes and we received this year from the Dominion Government a grant of \$200,000.00 and from the Provincial Government a grant of \$100,000.00 towards the agriculture building. These improvements will serve the needs of agriculture for many years to come, but they have been charged to this year's operations and result in our having spent \$241,281.00 more than we took in.

While I made some mention of it last year, I think it is worthwhile to repeat that this is the only show on this continent that provides for all its capital expansion out of earnings. In the last ten years the Calgary Exhibition and Stampede has spent more than \$3,000,000.00 on these grounds for capital purposes outside of maintenance charges altogether. The Corral and the Agriculture Building of course, are conspicuous results, but it is of some interest to know that in addition to those two fine structures, more than \$1,000,000.00 has been spent on other useful but less obvious capital improvements.

Outside of the grants received this year, all of those capital expenditures have been paid for by money earned by the Association out of the activities it carries on on these grounds. Moreover, as a result of the

activities on these grounds there was paid to Governments this year more than \$200,000.00 in taxes.

Uncontrollable increases in costs and limits on new sources of income may place earnings in a position where these fine achievements cannot be continued at this pace. The need for added facilities to serve the growing demands must be met before the money can be earned to pay for them. If we are to serve our people adequately we may therefore very well be forced to look for financial contributions from taxing bodies which have some constitutional obligation to provide facilities and services of the type furnished by this organization.

I have the honour to be your obedient servant.

M. M. PORTER,
Director in Charge of Finance.

AUDITOR'S REPORT

To the Shareholders,
Calgary Exhibition and Stampede Limited,
Calgary, Alberta.

1st November, 1956.

Sirs :—

We have completed our audit of the books of account of your Company for the year ended 30th September, 1956, and submit herewith the following statements which we have verified with the books :

1. Balance sheet as at 30th September, 1956.
2. Statement of revenue and expenditure for the year ended 30th September, 1956.

The operations for the year under review show an amount of \$241,281.20 of excess expenditure over revenue, which amount is to be recovered from future years' operations and the \$40,000.00 surplus established in prior years.

Capital expenditures have been made during the year for the new Agricultural Building and other additions and improvements to the parking facilities, Fort Calgary House and the Company's plant totalling \$913,958.62.

Grants in the amount of \$300,000.00 were made by Governments in respect of the Agricultural Building. In prior years a reserve in the sum of \$83,585.16 was created to provide for major improvements and this has been used to reduce the charge to the current year's operations to the amount shown in the statement of revenue and expenditure of \$530,373.46.

Other provisions have been made for the 1957 bond principal of \$25,000.00 and for Junior Agricultural Activities in the sum of \$12,337.37.

With the exception of the Corral, which is shown on the balance sheet at cost, all other plant, buildings, equipment and improvements made throughout the year and used by the Company are carried in the accounts at a nominal value of \$500.00.

CERTIFICATE

We have examined the balance sheet of the Calgary Exhibition and Stampede Limited as at 30th September, 1956, and the statement of revenue and expenditure for the year ended on that date and have obtained all the information and explanations we have required. Our examination included a general review of the accounting procedures and such tests of accounting records and other supporting evidence as we considered necessary in the circumstances.

In our opinion the accompanying balance sheet and statement of revenue and expenditure are properly drawn up so as to exhibit a true and correct view of the state of the affairs of the Company as at 30th September, 1956, and the results of its operations for the year ended on that date, according to the best of our information and the explanations given to us and as shown by the books of the Company.

HARVEY, MORRISON & CO.,
Chartered Accountants.

Calgary Exhibition and Stampede Limited

Balance Sheet as at 30th September, 1956

ASSETS

Current :

Cash on hand	\$ 2,250.00	
Accounts receivable	266,558.01	
Accrued interest on bonds	8.75	\$ 268,816.76

Deposits :

Western Hockey League and T.C.A.		7,925.00
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Deferred Expenses :

Insurance prepaid	\$ 28,942.69	
Hockey expense prepaid	3,114.00	32,056.69

Reserve Fund :

Government of Canada 2% bonds, due 1st October, 1957	\$ 74,325.00	
Par value	\$ 75,000.00	
Government of Canada 3% perpetual bonds	6,268.50	
Par value	\$ 7,000.00	
Government of Canada 3¼ % bonds due 1st October, 1979	93,056.25	
Par value	\$ 93,000.00	173,649.75

Capital Assets :

Property and equipment — nominal value (Arena, show buildings, equipment, etc.)	\$ 500.00	
Stampede Corral — at cost	1,389,974.93	1,390,474.93

Excess of Expenditure over Revenue for the
year to be recovered from future years' oper-
ations

\$ 241,281.20

Less Surplus provided in prior years	40,000.00	201,281.20
		<u>\$2,074,204.33</u>

Approved on behalf of the Board :

W. A. CRAWFORD-FROST, Director.

M. M. PORTER, Director.

Calgary Exhibition and Stampede Limited

Balance Sheet as at 30th September, 1956

LIABILITIES :

Current :

Bank overdraft (secured)	\$ 226,646.36	
Accounts payable	59,573.03	
Contract holdbacks	114,441.23	\$ 400,660.62

Deferred Credits :

Seats and concessions prepaid	12,907.70	
Reserve for Junior Agricultural Activities	30,038.58	
Reserve for Repayment of 1957 Bond Principal	100,000.00	
Reserve for Operating Contingencies	100,000.00	

First Mortgage Bonds :

Authorized	<u>\$750,000.00</u>	
Issued	\$ 500,000.00	
Less Matured and repaid	360,000.00	140,000.00
(Maturing 1st October, 1957, with interest at 3½ %)		

Reserve for Capital Expenditure of the Stampede

Corral	1,289,974.93
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Capital :

Authorized :

5,000 shares of \$1.00 each	<u>\$ 5,000.00</u>
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Issued :

3,090 shares of \$1.00 each	\$ 3,090.00	
Less Uncalled	2,467.50	622.50
		<u>\$2,074,204.33</u>

NOTE : This statement does not reflect pending contingent claims the nature of which is such that no estimate of liability, if any, can be made.

CALGARY, Alberta,
1st November, 1956.

Audited and certified in terms of our attached report of this date.

HARVEY, MORRISON & CO.,
Chartered Accountants.

Calgary Exhibition and Stampede Limited

Statement of Revenue and Expenditure For the Year Ended 30th September, 1956

EXPENDITURE

Exhibition and Stampede Week — before apportionment of charges for general expenditure and improvements to plant and buildings.

Wages	\$ 58,410.85	
Stampede expense	49,170.38	
Stampede prizes	53,961.45	
General prizes	31,807.75	
Judges' fees and expenses	1,980.00	
Exhibits expense	3,370.68	
Music and evening attractions	24,505.50	
Indian expense	5,621.50	
Parade and street displays	8,925.16	
Morning street entertainment	5,746.57	
Composers, Authors and Publishers Protective Association	425.96	
General grounds expense	37,611.02	
Cost of bucking horses and Brahma bulls (net)	2,132.15	
Marquee rental	5,248.33	
Accommodation Bureau	1,001.91	
Saturday morning round-up	4,533.00	
Mexican Village costs	3,490.93	\$ 297,943.14

Racing and Pari-Mutuels — before apportionment of charges for general expenditure and improvements to land, plant and buildings.

Expense	\$ 22,728.79	
Race purses	53,000.00	75,728.79

Horse Show and Sale Costs

34,681.74

General Expenditure :

Administration expense	\$ 75,637.60	
Grounds maintenance	55,175.92	
Workmen's Compensation Board	975.52	
Unemployment insurance	2,134.96	
Advertising and printing	31,970.13	
Grants and memberships	5,339.72	
Insurance	14,274.62	
Interest and exchange	2,411.14	
Pension plan	7,570.67	
Group medical plan	948.21	
Sundry expense	346.41	196,784.90

Expenditures on improvements to and additions to plant and buildings necessary to earn the income of the Company.

Agricultural Building

\$ 837,591.05

Less Government grants

\$300,000.00

Reserves provided in prior

years

83,585.16

383,585.16

\$ 454,005.89

Other Improvements — Parking lot, paving, equipment, Fort Calgary House, lighting system, etc.

76,367.57

530,373.46

Provisions :

Reserve for 1957 bond principal

\$ 25,000.00

Reserve for Junior Agricultural Activities

12,337.37

37,337.37

\$1,172,849.40

Calgary Exhibition and Stampede Limited

Statement of Revenue and Expenditure For the Year Ended 30th September, 1956

REVENUE

Exhibition and Stampede Week :

Gate and Grandstand receipts	\$ 423,272.32	
Exhibit space, concessions and midways (net)	129,518.15	
Donations and entry fees	21,160.20	
Advertising	776.00	
Corral shows (net)	7,913.96	\$ 582,640.63

Racing :

Pari-mutuels	\$ 107,210.01	
Spring and Fall Meets — proportion of net income	70,751.03	177,961.04

Horse Show and Sale Revenue	34,349.25
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Other Revenue :

Rentals	\$ 28,482.72	
Donations	13,038.43	
Interest on investments	6,348.88	
Sundry	3,154.43	
Net revenue on operations of the Corral and Arena	85,592.82	136,617.28

931668.20

Excess of Expenditure over Revenue — to be recovered from future operations	241,281.20
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\$1,172,849.40

Shareholders of the

Calgary Exhibition and Stampede Limited

Name	No. of Shares	Name	No. of Shares	Name	No. of Shares
Adams, C. W.	25	Fox, Gordon	25	McCullough, E. A.	25
Adams, E. D.	25	Freeze, F. R.	25	McDougall, Alex	25
Atkinson, J. T.	25	French, Basil V.	25	McGachie, Gordon	25
Anderson, Dr. J. G.	25	Gibson, Dr. J. A.	25	McGuire, A. H.	25
Baker, C. M.	25	Gardner, Clem	25	McKinnon, Angus	25
Beavers, R. H.	25	Grogan, Jack	25	McLean, E.	25
Bell, G. Max	25	Hall, T. B.	25	Might, O. H. E.	25
Black, D. E.	25	Harkness, Col. D. S.	25	Moore, Clarence	25
Boake, M. R.	25	Hartnett, Maurice E.	25	Morley, W. Chas.	25
Bond, Leroy	25	Harvie, E. L., Q.C.	25	Moyer, J. W.	25
Boulton, L. C.	25	Hays, Harry W.	25	Newhall, V. A.	25
Bowlen, J. J.	25	Hays, Dr. T. E.	25	Nowers, E. B.	25
Boyse, A.	25	Herron, W. S.	25	Parslow, I. V.	25
Brown, Maurice L.	25	Holdsworth, J. H.	25	Peterson, E. E.	25
Brown, T. P.	25	Hook, Watson	25	Phillips, H. L.	25
Bull, G. W.	25	Howard, H. A.	25	Porter, M. M.	25
Burns, R. J.	25	Howard, H. E.	25	Ralph, R. N.	25
Burton, Pat	25	Hudson, Wm.	25	Riddle, Stewart	25
Byers, Jack	25	Jenkins, R. H.	25	Robinson, G. C.	10
Carlyle, Grant	25	Johnston, Herb	25	Rock, P. J.	25
Chambers, E. J.	25	Kelly, J. Howard	25	Rock, Philip	25
Christie, R. G.	25	Kennedy, Chas.	25	Salter, H. E.	25
Chritchley, E. T.	25	Kenny, Fred	25	Scholefield, H. J.	25
Church, George	25	Lancaster, Geo. C.	25	Selby, Dr. R. C.	25
Collicutt, Frank	25	Laycock, T. D.	25	Smith, R. G.	25
Cozart, M.	25	Laycock, T. H.	25	Stapells, Fred	25
Crawford-Frost, W. A.	25	Leach, K. M.	25	Starr, E. H.	25
Cross, C. C.	25	Lepper, F. H.	25	Tanner, E. Harold	25
Cross, Donald J. A.	25	Linder, Herman	25	Upton, Dr. W. Ross	25
Cross, J. B.	25	Linton, Ivan	25	Valentine, Geo. T.	25
Cross, John	25	Lounsbury, R. C.	25	Willumsen, Lars	25
Cunnington, D. G. L.	25	Love, H. G.	25	Wilson, John, Sr.	25
Davis, A. D.	25	Luxton, Norman K.	25	Wright, Howard P.	25
Dillon, J. M.	25	MacDonald, W. D.	25	Young, D. J.	25
Dinning, R. J.	25	Mackey, W. J.	25	Yule, J. Chas.	25
Durno, J. W.	25	Mackid, Benton	25	<i>Estate of—</i>	
Dutton, Mervyn	25	Macleod, J. E. A.	25	F. A. Brownie	25
Edgar, W. J.	25	Manning, A. H.	25	E. McCormick	25
Edworthy, Geo.	25	Manning, F. C.	25	J. T. McDonald	50
Eoll, J. A.	25	Matthews, D. C.	25	Wm. Robertson	25
Farthing, Hugh C.	25	Maxie, Fred	25	S. H. Roe	25
Ford, C. J., Justice	25	McAra, J. D.	25		

Twenty-Eight Years of Progress

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	1929	1930	1931	1932	1933	1934	1935
Monday.....	42,674	34,709	32,058	26,600	27,474	31,371	32,258
Tuesday.....	32,563	29,151	25,784	24,796	28,127	29,956	33,155
Wednesday...	49,969	39,764	37,808	29,289	29,919	32,771	35,328
Thursday.....	38,096	27,526	26,501	22,503	30,637	34,675	35,017
Friday.....	37,179	27,259	33,918	37,331	37,551	47,165	45,096
Saturday.....	57,988	44,217	42,049	34,157	34,728	38,640	41,954
	258,469	202,626	198,118	174,676	188,436	214,578	222,808

	1936	1937	1938	1939	1940	1941	1942
Monday.....	32,414	36,260	38,541	39,419	42,755	50,574	50,962
Tuesday.....	31,419	33,231	30,289	33,829	30,997	35,741	34,168
Wednesday...	32,231	34,574	32,162	35,195	37,092	38,259	39,757
Thursday.....	31,017	31,407	30,587	34,587	34,581	35,524	35,210
Friday.....	46,513	48,483	50,768	54,069	55,555	59,203	59,049
Saturday.....	39,856	36,599	41,083	42,936	43,869	48,119	15,135
	213,450	220,554	223,425	240,035	244,849	267,420	234,281

	1943	1944	1945	1946	1947	1948	1949
Monday.....	51,233	52,040	59,481	64,692	63,911	64,854	70,951
Tuesday.....	30,041	35,300	38,271	47,545	43,672	49,612	66,943
Wednesday...	37,550	42,245	43,189	59,389	53,958	63,575	72,307
Thursday.....	36,074	35,892	39,730	43,936	42,047	51,502	48,301
Friday.....	62,466	68,336	65,559	70,175	71,954	78,426	78,612
Saturday.....	48,488	51,645	47,871	54,011	58,922	69,014	70,840
	265,852	285,458	294,101	339,748	334,464	376,983	407,954

	1950	1951	1952	1953	1954	1955	1956
Monday.....	73,979	59,461	78,175	80,520	76,267	87,842	97,663
Tuesday.....	45,004	63,874	55,555	65,491	69,481	80,864	84,458
Wednesday...	73,501	70,601	66,766	72,911	75,930	82,265	87,156
Thursday.....	45,967	53,890	55,861	57,661	66,542	66,467	74,468
Friday.....	72,793	79,820	89,040	94,017	100,755	102,706	81,292
Saturday.....	61,891	80,621	87,743	81,237	93,306	100,874	97,234
	373,135	408,267	433,140	451,837	482,281	520,794	521,271

